Synopsis

This thesis aims to deal with some of the impacts brought about by the advent of technology into our workplace. Digital transmission makes no distinction between 'voice' and 'data'; whether we are speaking, looking or sending makes no difference. This lack of differentiation has blurred the boundaries between 'office-based activities', work on the move, even retail and leisure. Assumptions about the nature of work, retail and leisure and where these activities take place are undergoing significant changes.

The project thus aims to introduce a new workplace typology that allows people to work and play in a way that promotes healthy physical interaction with other people and the external environment. And at the same time, also addressing the new generation workforce by offering choice and flexibility to this increasingly nomadic workers who are likely to control their working environment and readdress its work/life balance.

The vehicle chosen is a facility for housing new media and technology companies. Basically an office-type building, it is designed with the needs of such tenants in mind. Since most 'New Media' companies tend to have an integral IT component in them, the inclusion of the Technopreneur Assistance Center to attract later-stage startup firms is also crucial in this facility in order to promote more positive business acumen. Located in the heart of town beside Sim Lim Square, and at close proximity to the market for such goods and services, this facility is a for-profit real estate model, unlike its highly-subsidised Incubator cousins in Science Park and other out-of-town areas.

The programme of the facility can be divided into three parts, namely the offices, the semi-public support block and the public boulevard/social and recreational block. The strategy here is to enhance social interaction as people flow between these zones, especially since the internal tree-lined boulevard connects to two main catchment zones of people. Along the boulevard is the suspended gallery which serves as the showcase to both tenants and the general public, a precursor to the diversity of goods and services that they offer. Tenants, investors and would-be entrepreneurs will hence be inspired to develop or adopt products and services that inherit such characteristics.